

Revision:
Make good

ORDER



Orders
Order / Rev: 36934
Alt Order #:
Product Desc: 10/31-11/6
Estimate:
Flight Dates: 10/31/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WTVF
Political Political
WTVF
Local

Agency
Name: Fletcher & Rowley, Inc-TN
Buying Contact:
Billing Contact:
 1720 West End Avenue, Suite 630
 Nashville, TN 37203

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Ty Cobb for State Senate
Demographic: A25-54
Product Codes: PO03
Priority: P5
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/31/12	3	\$1,900.00	\$1,615.00
11/01/12	11/05/12	20	\$11,600.00	\$9,860.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$1,900.00	\$1,615.00	0.00
November 2012	20	\$11,600.00	\$9,860.00	0.00
Totals	23	\$13,500.00	\$11,475.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Political Political			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTVF	10/31/12	11/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-1-1--	:30	3	\$525.00	P4	0.00	NM	3	\$1,575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1-1--		2				\$525.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$525.00		0.00			
2	WTVF	11/01/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1--11--	:30	3	\$400.00	P4	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---11--		2				\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$400.00		0.00			
3	WTVF	10/31/12	11/05/12	M-F 5p-530p M-F 5p-530p	CM	5p-530p	1-11---	:30	3	\$625.00	P4	0.00	NM	3	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--11---		2				\$625.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$625.00		0.00			
4	WTVF	10/31/12	11/05/12	M-F 6p-7p M-F 6p-630p	CM	6p-630p (6:00 PM-6:30 PM)	1-11---	:30	3	\$750.00	P4	0.00	NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--11---		2				\$750.00		0.00			
		Week: 11/05/12	11/11/12	1-----		1				\$750.00		0.00			
E 5	WTVF	11/01/12	11/05/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p	1--1--1	:30	3	\$1,100.00	P4	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1--1		2				\$1,100.00		0.00			

Advertiser:	Ty Cobb for State Senate
Product Desc:	10/31-11/6
Estimate:	

WTVF

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WTVF	11/01/12	11/05/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p 1--1--1	:30	3	\$1,100.00	P4	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---1--1		2			\$1,100.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	2	WTVF	10/29/12-11/04/12	M-Sa 10p-1035p, Su 10p-1035p		10p-1035p		---Th---Su	:30	(\$1,100.00)	0.00	NM		
		See MG 5.4 [shows run late/put in late inventory code lct]												
	4	WTVF	11/02/12-11/02/12	M-Sa 10p-1035p, Su 10p-1035p		10p-1035p		-----F----	:30	\$1,100.00	0.00	NM		
		Ⓜ MG for 5.2 11/04												
	Week:	11/05/12	11/11/12	1-----		1			\$1,100.00		0.00			
6	WTVF	11/03/12	11/03/12	Sat AM News 6a-9a Sa 6a-9a	CM	558a-9a -----S-	:30	2	\$300.00	P4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		2			\$300.00		0.00			
7	WTVF	11/04/12	11/04/12	Sun AM News 6a-8a Su 6a-8a	CM	558a-8a -----S	:30	2	\$250.00	P4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		2			\$250.00		0.00			
8	WTVF	11/04/12	11/04/12	Sun CBS Sunday Morn 8a-930a Su 8a-930a	CM	757a-930a -----S	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1			\$800.00		0.00			
9	WTVF	11/03/12	11/03/12	Sat News 6p-630p Sa 6p-630p	CM	558p-630p -----S-	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1			\$300.00		0.00			
10	WTVF	11/03/12	11/03/12	M-Sa 10p-1035p, Su 10p-1035p M-Sa 10p-1035p, Su 10p-1035p	CM	10p-1035p -----S-	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-		1			\$750.00		0.00			
11	WTVF	11/01/12	11/01/12	M-F 9a-10a M-F 9a-10a	CM	858a-10a ---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---		1			\$350.00		0.00			
Totals													23	\$13,500.00

Chrissy Luther

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Wednesday, October 31, 2012 1:16 PM
To: Kiley Murphy
Cc: Kati Bumgardner (kati@fletcherrowley.com); Chrissy Luther
Subject: Re: mgs.xlsx

I'm good with all of those MGs

Thanks!

Denise Lawrence
Media Placement
Fletcher Rowley Consulting
1720 West End Avenue
Suite 630
Nashville, TN 37203
deniselawrence@comcast.net
www.fletcherrowley.com

615-419-2271 (Direct)
615-329-9559 (O)
615-329-9633 (F)

From: "Kiley Murphy" <kmurphy@newschannel5.com>
To: "Denise Lawrence (deniselawrence@comcast.net)" <deniselawrence@comcast.net>
Cc: "Kati Bumgardner (kati@fletcherrowley.com)" <kati@fletcherrowley.com>, "Chrissy Luther" <cluther@newschannel5.com>
Sent: Wednesday, October 31, 2012 1:09:21 PM
Subject: mgs.xlsx

Now that the dust has settled... have few MGs. See attached with offers.
Thanks!!

Order	Inv. Descr.	Inv. Code (Placed*)	Date	State Reason	Length	Rate
Eric Stewart for Congress						
36935	M-F 6p-630p	M-F 6p-7p	10/31/12	NTA sold for wed - avail on thursday but already had	:30	\$750.00
36935	M-Sa 10p-10-35p, Su 10p-10-3	M-Sa 10p-1035p, Su 10p-1030p	11/04/12	News runs late/order in late inventory code [ct]	:30	\$1,100.00
36865	Sa 630p-7p	Sat 630p-7p	10/27/12	Network Overrun-Sports	:30	\$400.00
						\$2,250.00

OFFERS

1x Sun 7-8P, "Amazing Race", \$2,000

1x Sun 6-8A, Local News, \$250

Kiley Murphy

From: Denise Lawrence <deniselawrence@comcast.net>
Sent: Tuesday, October 30, 2012 11:14 AM
To: Kiley Murphy
Cc: Kati Bumgardner
Subject: Re: Stewart Schedule

That works! Thanks Kiley!
Sent from my Verizon Wireless BlackBerry

From: Kiley Murphy <kmurphy@newschannel5.com>
Date: Tue, 30 Oct 2012 10:34:54 -0500
To: Denise Lawrence<deniselawrence@comcast.net>
Cc: 'Kati Bumgardner'<kati@fletcherrowley.com>
Subject: RE: Stewart Schedule

Hey guys, for this order and for the Ty Cobb order, we don't have Sun 5:30p this weekend. I moved for both orders into 1x Rachael Ray this week. If that's not OK, let me know. She's been going GREAT, though, so not a bad spot to be...

Thanks!



Kiley Murphy | National and Interactive Sales Manager
474 James Robertson Pkwy. | Nashville, TN | 37219
(t) 615.248.5337 | (c) 615.403.6316 | (f) 615.248.5207
www.NewsChannel5.com | facebook.com/NewsChannel5

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From: Denise Lawrence [<mailto:deniselawrence@comcast.net>]
Sent: Monday, October 29, 2012 8:28 PM
To: Kiley Murphy
Cc: 'Kati Bumgardner'; deniselawrence@comcast.net
Subject: Stewart Schedule

Attached find a schedule for the Eric Stewart campaign for flight dates 10/30-11/6

Scanned copies of the checks will be emailed in the morning. The checks will either arrive via fedex for Wed am delivery or will be hand-delivered tomorrow.

You will receive a new spot for this schedule via DG

Insertion instructions are 10/30 and until further notice:

STEWARTE1207H "Undisputed Facts HD" 100%

36934

WTVE (CBS) 5 - NASHVILLE
TY COBB FOR STATE SENATE - SD 28
Week1: 10/30-11/6 (TUE-THU)

P4 - PREEMPT PRIOR TO INVOICE / SUGG SELLING LEVEL - 4th QTR CARD

PROGRAM	DAYPART
1000-1030	1000-1030
1030-1100	1030-1100
1100-1130	1100-1130
1130-1200	1130-1200
1200-1230	1200-1230
1230-1300	1230-1300
1300-1330	1300-1330
1330-1400	1330-1400
1400-1430	1400-1430
1430-1500	1430-1500
1500-1530	1500-1530
1530-1600	1530-1600
1600-1630	1600-1630
1630-1700	1630-1700
1700-1730	1700-1730
1730-1800	1730-1800
1800-1830	1800-1830
1830-1900	1830-1900
1900-1930	1900-1930
1930-2000	1930-2000
2000-2030	2000-2030
2030-2100	2030-2100
2100-2130	2100-2130
2130-2200	2130-2200
2200-2230	2200-2230
2230-2300	2230-2300
2300-2330	2300-2330
2330-2400	2330-2400
2400-2430	2400-2430
2430-2500	2430-2500
2500-2530	2500-2530
2530-2600	2530-2600
2600-2630	2600-2630
2630-2700	2630-2700
2700-2730	2700-2730
2730-2800	2730-2800
2800-2830	2800-2830
2830-2900	2830-2900
2900-2930	2900-2930
2930-3000	2930-3000
3000-3030	3000-3030
3030-3100	3030-3100
3100-3130	3100-3130
3130-3200	3130-3200
3200-3230	3200-3230
3230-3300	3230-3300
3300-3330	3300-3330
3330-3400	3330-3400
3400-3430	3400-3430
3430-3500	3430-3500
3500-3530	3500-3530
3530-3600	3530-3600
3600-3630	3600-3630
3630-3700	3630-3700
3700-3730	3700-3730
3730-3800	3730-3800
3800-3830	3800-3830
3830-3900	3830-3900
3900-3930	3900-3930
3930-4000	3930-4000
4000-4030	4000-4030
4030-4100	4030-4100
4100-4130	4100-4130
4130-4200	4130-4200
4200-4230	4200-4230
4230-4300	4230-4300
4300-4330	4300-4330
4330-4400	4330-4400
4400-4430	4400-4430
4430-4500	4430-4500
4500-4530	4500-4530
4530-4600	4530-4600
4600-4630	4600-4630
4630-4700	4630-4700
4700-4730	4700-4730
4730-4800	4730-4800
4800-4830	4800-4830
4830-4900	4830-4900
4900-4930	4900-4930
4930-5000	4930-5000
5000-5030	5000-5030
5030-5100	5030-5100
5100-5130	5100-5130
5130-5200	5130-5200
5200-5230	5200-5230
5230-5300	5230-5300
5300-5330	5300-5330
5330-5400	5330-5400
5400-5430	5400-5430
5430-5500	5430-5500
5500-5530	5500-5530
5530-5600	5530-5600
5600-5630	5600-5630
5630-5700	5630-5700
5700-5730	5700-5730
5730-5800	5730-5800
5800-5830	5800-5830
5830-5900	5830-5900
5900-5930	5900-5930
5930-6000	5930-6000
6000-6030	6000-6030
6030-6100	6030-6100
6100-6130	6100-6130
6130-6200	6130-6200
6200-6230	6200-6230
6230-6300	6230-6300
6300-6330	6300-6330
6330-6400	6330-6400
6400-6430	6400-6430
6430-6500	6430-

M-F MORNING REPORT

M-F NEWS CH5 THIS MORN

M-F 5P REPORT

M-F 6P REPORT

M-SU 10P REPORT

SAT WEEKEND NEWS

SUN WEEKEND NEWS

SUN CBS SUNDAY MORN

SAT WEEKEND NEWS

SAT 10 P REPORT

SUN WEEKEND NEWS

GROSS

AGENCY DISCOUNT (-15%)

NET TO STATION

[illegible]

Ty Cobb for State Senate -- District 28

P.O. Box 1331

Treasurer: Cindy Sims

"Drug Hoard HD" COBBT1201H @ 100%

COBBT1201H @ 100%

P4
P4-N/A d/h
Sports

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

[A large rectangular box with a large 'X' drawn across it, indicating no matters were listed.]

I represent that the payment for the above described broadcast time has been furnished by:

Ty Cobb for Senate

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Cindy Sims

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/29 Katibumachen
Date Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <div style="font-size: 1.5em; margin-left: 100px;">WTVF</div>	Date: <div style="font-size: 1.5em; margin-left: 10px;">10/29</div>
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I, Kati Bungardner,
 being/on behalf of: Ty Cobb, a legally
 qualified candidate of the Democrat political
 party for the office of: TN State Senate Dis 28
 in the General
 election to be held on: 11/6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Attached					

Total Charges:\$ 13,500.⁰⁰